

REGIONAL DEVELOPMENT THROUGH TOURISM

Abstract

The regional development is a process that ensures the development in the same time of the regions of the country aiming the national development. Development is based on the implementation of the projects made with the support of the European, national, regional or local and aimed at achieving progress in all the sectors. The tourism is a sector that can contribute to the economical, social and environmental development at regional level. The objectives of this paper refer to presenting and enhancing the importance of tourism for the regional development using the best resources.

Keywords: regional development, tourism, touristy resources, investment

JEL CODES: Q01

DEZVOLTAREA REGIONALĂ PRIN TURISM

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Rezumat

Dezvoltarea regională este procesul care asigura dezvoltarea în paralel a regiunilor țării noastre cu scopul dezvoltării naționale. Dezvoltarea are la baza implementarea proiectelor facute cu sprijinul fondurilor europene, naționale, regionale sau locale și au avut ca scop realizarea unor progrese în toate sectoarele. Turismul este un domeniu care poate contribui la dezvoltarea economica, sociala și de mediu la nivel regional. Obiectivele lucrării de față se refera la prezentarea și sublinierea importanței turismului pentru dezvoltarea regională pornind de la resursele corespunzătoare.

Cuvinte dezvoltare regionala, turism, resurse turistice, investiții



Proceedings of the seventh Administration
and Public Management International
Conference

1. INTRODUCTION

The regional development is a phenomenon which divides the surface of Romania in regions to generate local development as a base to develop all regions and the entire country.

The sector approach of the activity is also at regional level to ensure the expected results of this total concept.

The regional development is studied in the work of Istudor (2006) and tourism is treated in Căndea and Bran (2006). The benefits of tourism for the regional development are being studied in this work. These benefits are the base for the development strategies proper for every development area and for our entire country.

2. THE REGIONAL DEVELOPMENT CONCEPT

The regional development is a concept that aims the improvement of the regional indicators in order to develop the entire country.

In the opinion of Istudor (2006), the definition of regional development refers to ensuring the development of all regions in parallel in conditions of sustainability.

Therefore, the made efforts in the economic, social and ecological of regional level, using related resources offers regional sustainability and as a result, a national manifestation of this phenomenon (Popa, Margina and Constantinescu, 2010).

3. REGIONAL DEVELOPMENT THROUGH TOURISM

The regional development can be made through the taken measures in all the sectors of the economy (Figure 1). The efforts from the level of all sectors are very important especially as some sectors are differently developed according to regional resources.

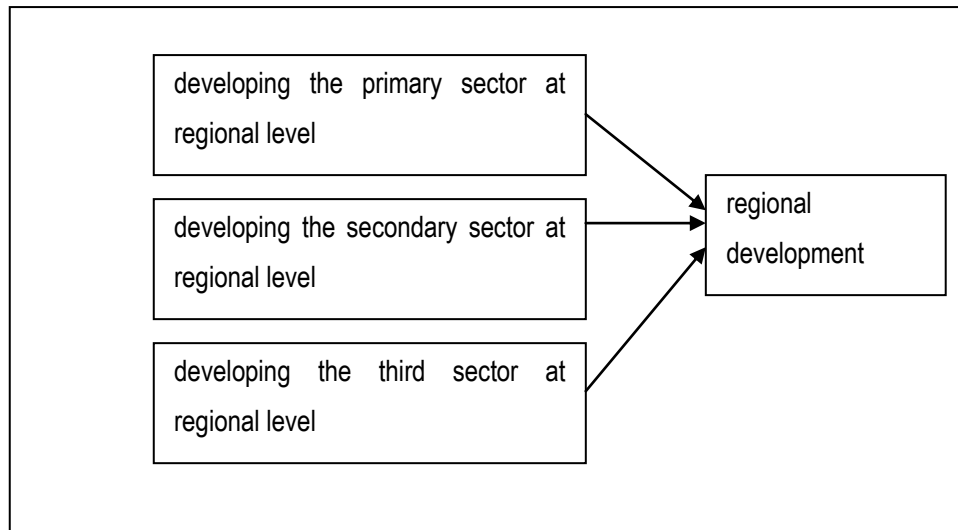


FIGURE 1 - SECTOR DEVELOPMENT AT REGIONAL LEVEL
Source: processing of the authors

Tourism is an activity that has great results in its efforts to support the regional economic outcomes (Cândeia and Bran, 2006).

This activity is based on the types of resources that are in each region (Figure 2):

- natural tourism resources;
- tourism personal that offers quality services.

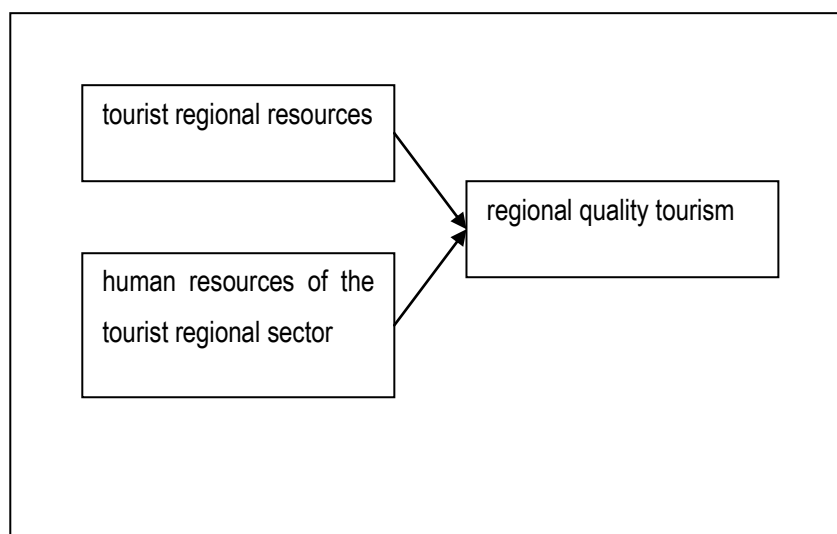


FIGURE 2 - RESOURCES FOR THE REGIONAL TOURISM DEVELOPMENT
Source: processing of the authors

These resources are natural or human and can be operated in a manner which to increase their efficiency and to generate quality tourism (Figure 3). The fact that are attracted investment for projects

of organization the tourism capacities and manage the tourist resources, provided by the management of trained human resource lead to the development of the qualitative activity.

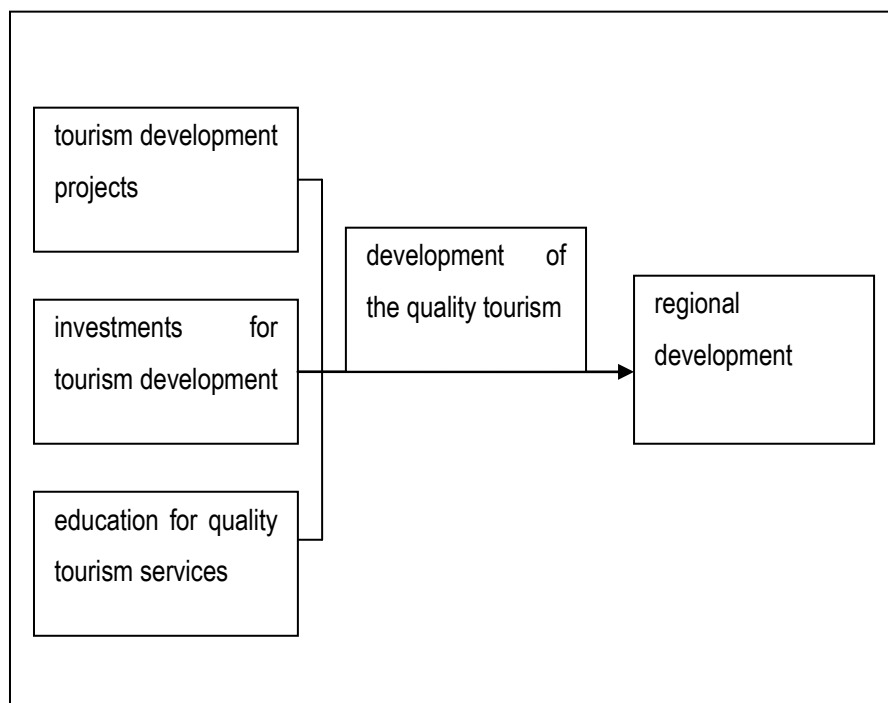


FIGURE 3 - ELEMENTS FOR ACHIEVING QUALITY TOURISM

Source: processing of the authors

These efforts ensures the determination of the continuous regional development through quality tourism (Figure 4). Therefore can be ensured a regional and national development.

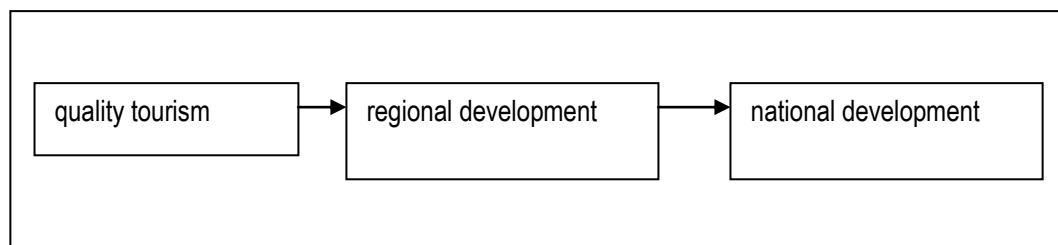


FIGURE 4 - FROM QUALITY TOURISM TO DEVELOPMENT

Source: processing of the authors

As an example for the regional development in Romania can be taken the case of the projects approved for the South-Muntenia Region.

For the period 2008- January 2011 the situation of the projects for the Tourism Priority Axis (5) is found in the tables 1 and 2.

TABLE1. THE REGIO PROGRAM PROJECTS IN THE PERIOD 2008- 2010

| Axis/Years | 2008 | | 2009 | | 2010 | |
|-----------------|-----------------------------|-----------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|
| | Number of admitted projects | Value of budget allocation | Number of admitted projects | Value of budget allocation | Number of admitted projects | Value of budget allocation |
| Priority Axis 5 | 3 | 13,30 millions Romanian lei | 28 | 65,70 millions Euros | 42 | 65,70 millions Euros |

Source: South Muntenia Regional Development Agency, Deposited projects situation, available on-line at

<http://regio.adrmuntenia.ro/situatia-proiectelor-depuse-p12.html>

Table 1 describes the budget allocation in the period 2008-2010 for the case of the South-Muntenia Region, showing that the number is increasing and also the funding in the mentioned period. This means that the implication in these projects grown and that requested funds had a useful destination so the project funding is working. The process must continue having results for the region.

TABLE 2. THE REGIO PROGRAM PROJECTS ON JANUARY 31, 2011

| Sub-domain/Domain | | Number of proposed projects | Allocated/ available sum for the South Muntenia Region |
|-------------------|---|-----------------------------|--|
| Axis 5 | 5.1 Restoration and sustainable valorisation of the cultural patrimonial, as well as creating/modernisation of supplementary infrastructures | 30 | 32,83 millions Euros |
| | 5.2 Creating, developing, modernisation the tourism infrastructure for the valorisation of the natural resources and the growth of the quality of the touristy services | 32 | 32,87 millions Euros |
| | 5.3 Promotion of the touristy potential and creating the necessary infrastructure, for increasing the attractiveness of Romania as a touristy destination | - | - |

Source: South Muntenia Regional Development Agency, Deposited projects situation, available on-line at

<http://regio.adrmuntenia.ro/situatia-proiectelor-depuse-p12.html>

The Priority Axis 5 that stands for the development of tourism has three components:

- Restoration and sustainable valorisation of the cultural patrimonial, as well as creating/modernisation of supplementary infrastructures;
- Creating, developing, modernisation the tourism infrastructure for the valorisation of the natural resources and the growth of the quality of the touristy services;
- Promotion of the touristy potential and creating the necessary infrastructure, for increasing the attractiveness of Romania as a touristy destination.

In the year 2011 at the level of January for the case of South-Muntenia Region the allocation on componenst was different. For the first two components the number of projects is similary – around 30 and the related funds are as well- around 33 millions Euros. For the third component weren't made request for fund allocation. Probably there wiil in the other months of the year.

Tourism and the activities from the tourism sector are very important for the regional development and therefore must be done more efforts for the success of the sector.

4. CONCLUSIONS

The possibility to ensure a regional development through tourism generates the conclusion that all sectors must develop strategies which to support this concept.

Through efforts at the level of all sectors and at the level of all regional interest area there is a big chance for approaching to a regional development.

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